

ORDER



KLAS

Orders
 Order / Rev: 36632
 Alt Order #: 08828872
 Product Desc: REPUBLICAN JEWISH CO
 Estimate:
 Flight Dates: 09/17/12 - 10/21/12
 Original Date / Rev: 10/02/12 / 10/02/12
 Order Type: GENERAL

Primary AE: Shelly Mooney
 Sales Office: K-DAL
 Sales Region: National

Agency
 Name: Jamestown Associates
 Buying Contact:
 Billing Contact:
5937 Jones Creek Road
Baton Rouge, LA 70817

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Republican Jewish Coalition
 Demographic: A35-64
 Product Codes: PO4
 Priority: LV2
 Revenue Codes: AGY, POL, ISS

New Business Thru: 01/17/09
 Order Separation: 00:10:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	60	\$65,500.00	\$55,675.00
10/01/12	10/21/12	59	\$113,250.00	\$96,262.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	60	\$65,500.00	\$55,675.00	0.00
October 2012	59	\$113,250.00	\$96,262.50	0.00
Totals	119	\$178,750.00	\$151,937.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Shelly Mooney			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	18%	\$178,750.00
Market	100%	\$993,055.56

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	19%	\$188,680.56
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	13%	\$129,097.22
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	8	10/01/12	10/19/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	4	\$1,200.00	LV1	0.00	NM	4	\$4,800.00

MORNING NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/01/12	10/07/12	MTWTF--	2	\$1,200.00	0.00
Week: 10/08/12	10/14/12	-----	0	\$0.00	0.00

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NEWS AT 11P

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
29	8	09/24/12	09/28/12	8 News Now 11p M-F	CM	11-1135p	M--TF--	:30	2	\$1,900.00	LV1	0.00	NM	2	\$3,800.00
NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M--TF--		2	\$1,900.00			0.00					
N30	8	10/01/12	10/21/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	1:00	1	\$2,400.00	LV1	0.00	NM	4	\$9,600.00
8 News Now 6a M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		1	\$2,400.00			0.00					
		Week: 10/08/12	10/14/12	MTWTF--		1	\$2,400.00			0.00					
		Week: 10/15/12	10/21/12	MTWTF--		2	\$2,400.00			0.00					
N31	8	10/01/12	10/21/12	CBS This Morning 7-9a	CM	7-9a	MTWTF--	1:00	1	\$2,000.00	LV1	0.00	NM	4	\$8,000.00
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		1	\$2,000.00			0.00					
		Week: 10/08/12	10/14/12	MTWTF--		2	\$2,000.00			0.00					
		Week: 10/15/12	10/21/12	MTWTF--		1	\$2,000.00			0.00					
N32	8	10/01/12	10/21/12	Live w/Kelly	CM	9-10a	MTWTF--	1:00	1	\$1,700.00	LV2	0.00	NM	4	\$6,800.00
Live w/Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		1	\$1,700.00			0.00					
		Week: 10/08/12	10/14/12	MTWTF--		2	\$1,700.00			0.00					
		Week: 10/15/12	10/21/12	MTWTF--		1	\$1,700.00			0.00					
N33	8	10/01/12	10/21/12	8 News Now Noon M-F	CM	12-1230p	MTWTF--	1:00	1	\$1,700.00	LV2	0.00	NM	3	\$5,100.00
8 News Now Noon M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		1	\$1,700.00			0.00					
		Week: 10/08/12	10/14/12	MTWTF--		1	\$1,700.00			0.00					
		Week: 10/15/12	10/21/12	MTWTF--		1	\$1,700.00			0.00					
N34	8	10/01/12	10/21/12	8 News Now 5-630p M-FCM		5-630p	MTWTF--	1:00	1	\$3,000.00	LV2	0.00	NM	9	\$27,000.00
8 News Now 5-630p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		2	\$3,000.00			0.00					
		Week: 10/08/12	10/14/12	MTWTF--		4	\$3,000.00			0.00					
		Week: 10/15/12	10/21/12	MTWTF--		3	\$3,000.00			0.00					
N35	8	10/01/12	10/12/12	8 News Now 11p M-F	CM	11-1135p	MTWTF--	1:00	1	\$4,400.00	LV1	0.00	NM	1	\$4,400.00
8 News Now 11p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----		0	\$0.00			0.00					
		Week: 10/08/12	10/14/12	MTWTF--		1	\$4,400.00			0.00					
N36	8	10/07/12	10/21/12	CBS News Sunday Morn@M		CBS Sunday Morn-----S		1:00	1	\$4,000.00	LV1	0.00	NM	3	\$12,000.00
CBS News Sunday Morn@M															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$4,000.00			0.00					
		Week: 10/08/12	10/14/12	-----S		1	\$4,000.00			0.00					
		Week: 10/15/12	10/21/12	-----S		1	\$4,000.00			0.00					

Totals

119 \$178,750.00